

REP: HEADLINE# 5238034
*** ORIGTNL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP FAX# 703-516-9680
***** WFILA-TV *****

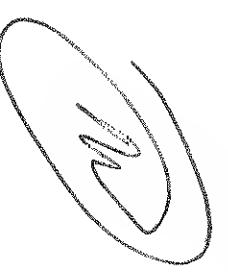
ADV #	ADV - NAME	ISS/AMER. CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #	AGY - NAME	CROSSROADS MEDIA LLC	BUYER NAME	EMILY MILHOAN	
		66 CANAL CENTER PLAZA, SUITE 555	SALES PRSN	WA - MEGHAN MCGARR (H)	
		ALEXANDRIA, VA 22314			
	CONTRACT #	6238034	CLASS:	NATL.	LOCAL
PRDCT	AMERICAN CROSSROADS	EST# 691	COMMENTS:	(LINE, ORDER, INVOICE)	
FLIGHT	DATES SEP18/12	SEP27/12	WK-	2	
CITY TAX	STATE TAX		CO-OP BILLING NEEDED		
REP:	NEW ORDER		DATE	JUL17/12	12.13

TOTAL \$80,825 @70X
PLEASE CONFIRM
THANKS BEN FOR MEGHAN

CON CM

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AMERICAN CROSSROADS



LINE#:	REP : CD:	TIME PERIOD :	LGTH :	SEC :	RATE :	START :	END :	SPTS:	WEEK :	DAYs :	:TOTAL:
:	: LINE#:	:	:	:	:	DATE	DATE	:/WK:	INVT:	:	:SPTS:
1	AGENCY ADVERTISER CODE = 11	AGENCY PRODUCT CODE = 27									
1	1000P-1100P	30	\$5,300.00	9/21	9/21	0					0
2	PROGRAM : DATELINE	CON COM1: DATELINE	1200N-1100P	30	\$275.00	9/21	9/21	1		FRI	1
3	PROGRAM : DOCTORS	CON COM1: DOCTORS	TODAY SHOW	3	\$425.00	9/21	9/21	1		FRI	1

REP HEADLINE# C236034
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHEET FAX# 703-516-9680
CREDIT RISK !!! HARRIS REPORT FROM REP

JUL 17 / 12 12.1
+ * + S A R T A M Y + * +

REF: TEL# 703-516-9399
REP HEADLINE# 6238034
*** ORIGINAL REV#U ***

FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP JUL17/12 12.1
*** WFLA-TV ***

LINE#:	REP	CED:	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS: /WK:	WEEK INV#	DAY	TOTL:	:SPTS:
13			530A-600A		30	\$550.00	9/24	9/24		1	MON		1
14	PROGRAM : CON COM1:	NEWSCHANNEL 8 NEWSCHANNEL 8	TODAY TODAY	530P-600P	30	\$850.00	9/24	9/24		1	MON		1
15	PROGRAM : CON COM1:	NEWS CHANNEL 8 NEWS CHANNEL 8	530P 530P	630P-700P	30	\$3,500.00	9/24	9/24		1	MON		1
16	PROGRAM : CON COM1:	NBC NIGHTLY NEWS NBC NIGHTLY NEWS		700A-900A	30	\$1,400.00	9/24	9/24		1	MON		1
17	PROGRAM : CON COM1:	TODAY SHOW TODAY SHOW		730P-800P	30	\$1,800.00	9/24	9/24		1	MON		1
18	PROGRAM : CON COM1:	EXTRA EXTRA		900A-1000A	30	\$650.00	9/24	9/24		1	MON		1
19	PROGRAM : CON COM1:	TODAY SHOW 2 TODAY SHOW 2		600P-630P	30	\$800.00	9/22	9/22		1	SAT		1
20	PROGRAM : CON COM1:	NEWSCHANNEL 8 NEWSCHANNEL 8		700A-900A	30	\$500.00	9/22	9/22		1	SAT		1
21	PROGRAM : CON COM1:	BMW CHAMPIONSHIP 9/9/12 BMW CHAMPIONSHIP 9/9/12		200P-600P	30	\$650.00	9/23	9/23		0	SUN		0

REP HEADLINE# C224034
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGEN
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP

JUL17/12 12.1
30

REP HEADLINE# 6238034
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP JUL 17 / 12 12:1
*** WFLA-TV ***

LINE#	REP	CDD	TIME	PERIOD	LGH	SEC	RATE	START	END	SPTS	WEEK	DAYS	:TOD:	:SPTS:
31				500P-530P		30	\$850.00	9/27	9/27	1		THU		1
32	PROGRAM : CON COM1:	NEWS CHANNEL 8 NEWS CHANNEL 8	5P 5P	530A-600A		30	\$550.00	9/20	9/20	1		THU		1
33	PROGRAM : CON COM1:	NEWSCHANNEL 8 TODAY NEWSCHANNEL 8 TODAY	530P-600P		30		\$850.00	9/20	9/20	1		THU		1
34	PROGRAM : CON COM1:	NEWS CHANNEL 8 NEWS CHANNEL 8	530P 530P	600P-630P		30	\$2,000.00	9/27	9/27	1		THU		1
35	PROGRAM : CON COM1:	NEWS CHANNEL 8 NEWS CHANNEL 8	600A-700A		30		\$850.00	9/27	9/27	1		THU		1
36	PROGRAM : CON COM1:	NEWSCHANNEL 8 TODAY NEWSCHANNEL 8 TODAY	630P-700P		30		\$3,500.00	9/20	9/20	1		THU		1
37	PROGRAM : CON COM1:	NBC NIGHTLY NEWS NBC NIGHTLY NEWS	700P-730P		30		\$1,700.00	9/27	9/27	1		THU		1
38	PROGRAM : CON COM1:	ENTERTAINMENT TONIGHT ENTERTAINMENT TONIGHT	700A-900A		30		\$1,400.00	9/20	9/27	1		THU		2
39	PROGRAM : CON COM1:	TODAY SHOW TODAY SHOW	730P-800P		30		\$1,800.00	9/20	9/20	1		THU		1

REP HEADLINE# 6238034
*** ADVERTISING SECTION ****

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

REP HEADLINE # 64-564
*** ORIGINAL REV. ***

REF: TEL# 703-516-9399
CREDIT ADVISORY: AGEN
ORDER WORKSHEET

CREDIT RISK !!!
HARRIS REPORT FROM REP

JULY 17 / 12 12 - 1

REF: TEL# 703-516-9399
REP HEADING# 6238034
*** ORIGINAL REV#J ***

FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
JDEE WORKSHEET HARRIS REPORT FROM REP
*** WFLA-TV ***

LINE#	REP	CD:	TIME PERIOD	LENGTH	SEC	RATE	START	END	SPTS:	WEEK	DAY	:TOTAL: :SPTS:
58			1100P-1235P	30		\$425.00	9/26	9/26			1	1
	PROGRAM :	CON COM1:	NEWS CHANNEL 8	11PM								
	CON COM1:		NEWS CHANNEL 8	11PM								
59			1100P-1135P	30		\$2,400.00	9/26	9/26			1	1
	PROGRAM :	CON COM1:	NEWS CHANNEL 8	9	11PM							
	CON COM1:		NEWS CHANNEL 8	9	11PM							
60			1135P-1237A	30		\$1,000.00	9/19	9/19			1	1
	PROGRAM :	CON COM1:	THE TONIGHT SHOW									
	CON COM1:		THE TONIGHT SHOW									
61			1200N-1100P	30		\$275.00	9/19	9/19			1	1
	PROGRAM :	CON COM1:	TODAY SHOW	3								
	CON COM1:		TODAY SHOW	3								
62			400P-500P	30		\$650.00	9/26	9/26			1	1
	PROGRAM :	CON COM1:	DR. OZ									
	CON COM1:		DR. OZ									
63			500A-530A	30		\$300.00	9/19	9/19			1	1
	PROGRAM :	CON COM1:	NEWS CHANNEL	8	TODAY							
	CON COM1:		NEWS CHANNEL	8	TODAY							
64			500P-530P	30		\$850.00	9/19	9/19			1	1
	PROGRAM :	CON COM1:	NEWS CHANNEL	8	5P							
	CON COM1:		NEWS CHANNEL	8	5P							
65			530A-600A	30		\$550.00	9/26	9/26			1	1
	PROGRAM :	CON COM1:	NEWS CHANNEL	8	TODAY							
	CON COM1:		NEWS CHANNEL	8	TODAY							
66			530P-600P	30		\$850.00	9/26	9/26			1	1
	PROGRAM :	CON COM1:	NEWS CHANNEL	8	530P							
	CON COM1:		NEWS CHANNEL	8	530P							

REP REFILE# 6238034
*** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
CLOCK WORKSHEET HARRIS REPORT FROM REP

FAX# 703-516-9680
JUL17/12 12:1
*** WFLA-TV ***

LINE#	REF#	CD:	TIME PERIOD	LGTH	SEC :	RATE	START	END	SPTS:	WEEK :	DAY	TOTL:	:SPTS:
C/													
67			600P-630P		30		\$2,000.00	9/19	9/19	1	WED	1	
PROGRAM :	NEWS	CHANNEL 8											
CON COM1:	NEWS	CHANNEL 8											
68			600A-700A		30		\$850.00	9/19	9/19	1	WED	1	
PROGRAM :	NEWSCHANNEL 8	TODAY											
CON COM1:	NEWSCHANNEL 8	TODAY											
69			630P-700P		30		\$3,500.00	9/26	9/26	1	WED	1	
PROGRAM :	NBC	NIGHTLY NEWS											
CON COM1:	NBC	NIGHTLY NEWS											
70			700P-730P		30		\$1,700.00	9/19	9/19	1	WED	1	
PROGRAM :	ENTERTAINMENT	TONIGHT											
CON COM1:	ENTERTAINMENT	TONIGHT											
71			700A-900A		30		\$1,400.00	9/19	9/19	1	WED	2	
PROGRAM :	TODAY SHOW												
CON COM1:	TODAY SHOW												
72			730P-800P		30		\$1,800.00	9/26	9/26	1	WED	1	
PROGRAM :	EXTRA												
CON COM1:	EXTRA												
73			900A-1000A		30		\$650.00	9/26	9/26	1	WED	1	
PROGRAM :	TODAY SHOW												
CON COM1:	TODAY SHOW												
SEP/12			80825.00										
MARKET TOTALS	\$2,313,325	WFIA 21%	WFNS 19%	WTSP 21%	WTVP 32%	WTG 0%	MTTA 0%	WMOR 0%					
SHARES ARE ACCURATE		WMOX 0%	WXFX 0%	WWSB 7%	WTCA 0%								
SVC - NSI BOOKS - SEP/12													
DEMOS - RA35+*													
							CONTRACT TOTAL		80825.00				
							TOTAL SPOTS						

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 11 /27 /691	Campaign Ref: E-120717078
Buyer: ...F..	Client/Product/Estimate: 09/17/12 to 09/30/12	Sales Rep: H-RP Washington, DC
Schedule Dates: 09/17/12 to 09/30/12	Weeks: 2	Order Ref: 06238034
Est./PO Number: 06238034	Contract Type: Political	Business Type: POLITICAL
		Business Category: Transactional

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Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	80825

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
1	M-F 12p Today Show III	275	Nbr of Spots	1	1	1	275
F..	275	Comme				
2	M-F 3p Doctors	425	Nbr of Spots	1	1	1	425
F..	425	Comme				
3	M-F 5a News	300	Nbr of Spots	1	1	1	300
F..	300	Comme				
4	M-F 5p News	850	Nbr of Spots	1	1	1	850
F..	850	Comme				
5	M-F 6p News	2000	Nbr of Spots	1	1	1	2000
F..	2000	Comme				
6	M-F 6a News	850	Nbr of Spots	1	1	1	850
F..	850	Comme				
7	M-F 7p Entertainment Tonight	1700	Nbr of Spots	1	1	1	1700
F..	1700	Comme				
8	M-F 1p Days Of Our Lives	425	Nbr of Spots	1	1	1	425
	M.....	425	Comme				
Weekly Totals: Total Spots(Ord Spots)				35	35	70	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



American Crossroads/ Issue
Submission Number 680 Issue 1

News
Channel 8

Met TV

Tampa Bay Online

WFLA-TV

P.O. Box 1410

Tampa, FL 33601

TBO.com

on your side

PHONE (813) 228-8888

Client: American Crossroads/ Issue

Submission Cost:

80825

Campaign Ref: E-120717078

11/27/691

Sales Rep:

HRP

Washington, DC

Order Ref:

06238034

Business Type:

POLITICAL

Business Category: Transactional

Original

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
9	M-Su 11p News	2400	30 Comme	Nbr of Spots	1	1	2400
10	M-F 4p Dr Oz	650	30 Comme	Nbr of Spots	1	1	650
11	M-F 530a News	550	30 Comme	Nbr of Spots	1	1	550
12	M-F 530p News	850	30 Comme	Nbr of Spots	1	1	850
13	M-F 630p ET / 530p CTT NBC Nightly News	3500	30 Comme	Nbr of Spots	1	1	3500
14	M-F 7a Today Show	1400	30 Comme	Nbr of Spots	1	1	1400
15	M-F 730p Extra	1800	30 Comme	Nbr of Spots	1	1	1800
16	M-F 9a Today Show II	650	30 Comme	Nbr of Spots	1	1	650
17	Sat 6p News S.	800	30 Comme	Nbr of Spots	1	1	800
18	Sat 7a Today Show S.	500	30 Comme	Nbr of Spots	1	1	500
19	Sun 6p News	900	30 Comme	Nbr of Spots	1	1	900
Weekly Totals: Total Spots(Ord Spots)				35	35	70	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/Issue	Submission Cost:	80825	Campaign Ref:	E:120717078
Buyer:	" "	Client/Product/Estimate:	11/27/691	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06238034
Est./PO Number:	06238034	Contract type:	Political	Business Type:	POLITICAL

Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
20S	700	30 Comme	Nbr of Spots	1	1	700
21	M-F 1p Days Of Our Lives	425	30 Comme	Nbr of Spots	1	1	425
22	M-Su 11p News	2400	30 Comme	Nbr of Spots	1	1	2400
23	M-F 1135p ET / 1035p CT Tonight Show	1000	30 Comme	Nbr of Spots	1	1	1000
24	M-F 12p Today Show /if	275	30 Comme	Nbr of Spots	1	1	275
25	M-F 3p Doctors	425	30 Comme	Nbr of Spots	1	1	425
26	M-F 4p Dr Oz	650	30 Comme	Nbr of Spots	1	1	650
27	M-F 5a News	300	30 Comme	Nbr of Spots	1	1	300
28	M-F 5p News	850	30 Comme	Nbr of Spots	1	1	850
29	M-F 530a News	550	30 Comme	Nbr of Spots	1	1	550
30	M-F 530p News	850	30 Nbr of Spots	1	1	1	850
Weekly Totals: Total Spots(Ord Spots)				35	35	70	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



News 8 **Metro** **TBO.com**

Client:
Buyer:
Schedule Dates:
Est./PO Number:

American Crossroads/ Issue
09/17/12 to 09/30/12
06238034

Submission Cost:
Client/Product/Estimate:
Weeks:
Contract Type:

80325
11/27/691
2
Political

Campaign Ref:
Sales Rep:
Order Ref:
Business Type:

E-120717078
HRP Washington, DC
06238034
POLITICAL

Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
31	M-F 6p News T...	2000	Comme				
32	M-F 6a News T...	850	30	Nbr of Spots	1	1	2000
33	M-F 630p ET / 530p CT NBC Nightly News T...	3500	30	Comme	1	1	850
34	M-F 7p Entertainment Tonight T...	1700	30	Nbr of Spots	1	1	3500
35	M-F 7a Today Show T...	1400	30	Comme	1	1	1700
36	M-F 730p Extra T...	1800	30	Nbr of Spots	1	1	2800
37	M-F 9a Today Show II T...	650	30	Comme	1	1	1800
38	M-F 1p Days Of Our Lives T...	425	30	Nbr of Spots	1	1	650
39	M-F 1135p ET / 1035p CT Tonight Show T...	1000	30	Comme	1	1	425
40	M-F 12p Today Show III T...	275	30	Comme	Nbr of Spots	1	1000
Weekly Totals:				35	35	70	275
Total Spots(Ord Spots)							

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



Est./PO Number: 06238034

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
41	M-F 3p Doctors	425	30 Comme	Nbr of Spots	1	1	425
42	M-F 5p News	850	30 Comme	Nbr of Spots	1	1	850
43	M-F 530a News	550	30 Comme	Nbr of Spots	1	1	550
44	M-F 530p News	850	30 Comme	Nbr of Spots	1	1	850
45	M-F 6p News	2000	30 Comme	Nbr of Spots	1	1	2000
46	M-F 6a News	850	30 Comme	Nbr of Spots	1	1	850
47	M-F 630p ET / 530p CT NBC Nightly News	3500	30 Comme	Nbr of Spots	1	1	3500
48	M-F 7p Entertainment Tonight	1700	30 Comme	Nbr of Spots	1	1	1700
49	M-F 7a Today Show	1400	30 Comme	Nbr of Spots	1	1	1400
50	M-F 730p Extra	1800	30 Comme	Nbr of Spots	1	1	1800
51	M-F 9a Today Show II	650	30 Comme	Nbr of Spots	1	1	650
Weekly Totals: Total Spots(Ord Spots)				35	35	70	

Original

WFLA-TV
P.O. Box 1410
Tampa, FL 33601
PHONE (813) 228-8886

Campaign Ref: E:120717078
Sales Rep: HRP Washington, DC
Order Ref: 06238034
Business Type: POLITICAL
Business Category: Transactional

Client: American Crossroads/ Issue
Buyer: 09/17/12 to 09/30/12
Schedule Dates: 06238034
Est./PO Number:

Submission Cost: 80825
Client/Product/Estimate: 11/27 /691
Weeks: 2
Contract Type:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1

66 Canal Center Plaza
Suite 555
Alexandria VA 22314

News Channel 8
on your side

METV

TBO.com

TBO
Tampa Bay Online

WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	80825	Campaign Ref:	E-120717078
Buyer:	"	Client/Product/Estimate:	11/27/691	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06238034
Est./PO Number:	06238034	Contract type:	Political	Business Type:	POLITICAL
		Business Category:	Transactional		

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
51	T.....		Comme				
52	M-F 1p Days Of Our Lives	425	30	Nbr of Spots	1	1	425
53	..W....		Comme				
54	M-Su 11p News	2400	30	Nbr of Spots	1	1	2400
55	..W....		Comme				
56	M-F 1135p ET / 1035p CT Tonight Show	1000	30	Nbr of Spots	1	1	1000
57	..W....		Comme				
58	M-F 12p Today Show II	275	30	Nbr of Spots	1	1	275
59	..W....		Comme				
60	M-F 4p Dr Oz	650	30	Nbr of Spots	1	1	650
61	..W....		Comme				
62	M-F 5a News	300	30	Nbr of Spots	1	1	300
63	..W....		Comme				
64	M-F 5p News	850	30	Nbr of Spots	1	1	850
65	..W....		Comme				
66	M-F 530a News	550	30	Nbr of Spots	1	1	550
67	..W....		Comme				
68	M-F 530p News	850	30	Nbr of Spots	1	1	850
69	..W....		Comme				
70	M-F 530p News	850	30	Nbr of Spots	1	1	850
71	M-F 6p News	2000	30	Nbr of Spots	1	1	2000
72	..W....		Comme				
	M-F 6a News	850	30	Nbr of Spots	1	1	850
	Weekly Totals:	Total Spots(Ord Spots)		35	35	70	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 226-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 80825	Campaign Ref: E:120717073
Buyer: 09/17/12 to 09/30/12	Client/Product/Estimate: 11/27/691	Sales Rep: HRP Washington, DC
Schedule Dates: 06238034	Weeks: 2	Order Ref: 06238034
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
63	M-F 630p ET / 530p CT NBC Nightly	3500	30 Comme .W...	Nbr. of Spots	1	1	3500
64	M-F 7p Entertainment Tonight	1700	30 Comme .W...	Nbr. of Spots	1	1	1700
65	M-F 7a Today Show	1400	30 Comme .W...	Nbr. of Spots	1	1	2800
66	M-F 730p Extra	1800	30 Comme .W...	Nbr. of Spots	1	1	1800
67	M-F 9a Today Show II	650	30 Comme .W...	Nbr. of Spots	1	1	650
Weekly Totals: Total Spots(Ord Spots)				35	35	70	

Grand Totals

Month 9 Weeks: 5

Totals

Spots	09/17	35
Cost	80825	39075

Grand Totals:

Spots:

Gross Total:

Commission:

Net Total:

68,701.25



WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)
SLSR: HRP Washington, DC
ADV.: American Crossroads/ Issue
PROD: American Crossroads

2012 INVOICE DATE	WFLA I SS 09/30/12 E: 120717078
ORDER TYPE	Political
INVOICE NUMBER	WFLA
PAGE	BROADCAST MONTH
0100032722	1 08/27/2012 - 09/3
SCHEDULE DATES	9/17/12- 9/30/12
Standard Broadcast Month	
TERMS: NET 30 DAYS.	

REF#: 11 /27 /691
Desc: 06238034

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY	TIME	LENGTH M/G	FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT	
M-F 12p Today Show III	275.00	1 1	9/21 FR	12:29P	30	*WFLA :30 Commercial	275.00			
M-F 3p Doctors	425.00	2 1	9/21 FR	03:11P	30	*WFLA :30 Commercial	425.00			
M-F 5a News	300.00	3 1	9/21 FR	05:27A	30	*WFLA :30 Commercial	300.00			
M-F 5p News	850.00	4 1	9/21 FR	05:12P	30	*WFLA :30 Commercial	850.00			
M-F 6p News	2000.00	5 1	9/21 FR	06:15P	30	*WFLA :30 Commercial	2000.00			
M-F 6a News	850.00	6 1	9/21 FR	06:27A	30	*WFLA :30 Commercial	850.00			
M-F 7p Entertainment Tonight	1700.00	7 1	9/21 FR		30	*WFLA :30 Commercial	.00	Preempt Program Change	.00-	
M-F 1p Days Of Our Lives	425.00	8 1	9/24 MD	12:59P	30	*WFLA :30 Commercial	425.00			
M-Su 11p News	2400.00	9 1	9/24 MD	11:30P	30	*WFLA :30 Commercial	2400.00			
M-F 4p Dr Dz	650.00	10 1	9/24 MD	04:27P	30	*WFLA :30 Commercial	650.00			
M-F 530a News	550.00	11 1	9/24 MD	05:58A	30	*WFLA :30 Commercial	550.00			
M-F 530p News	850.00	12 1	9/24 MD	05:56P	30	*WFLA :30 Commercial	850.00			
M-F 630p ET / 530p CT NBC Night	3500.00	13 1	9/24 MO	06:51P	30	*WFLA :30 Commercial	3500.00			
*** Continued ***										
70 Total Units								Debits .00		
ACTUAL GROSS BILLING						80,825.00		Credits 7,850.00-		
AGENCY COMMISSION						12,123.75		TOTAL RECONCILING	7,850.00CR	
NET DUE						68,701.25				

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WFLA-TV
P.O. Box 1410
Tampa, FL 33601

News Channel 8
WFLA-TV Tampa, St. Petersburg

ADVERTISER	PRODUCT
American Crossroads/ Issue	American Crossroads
INVOICE NUMBER	BROADCAST MONTH
0100032722	08/27/2012 - 09/30

AMOUNT DUE
68,701.25

REMIT TO:

*00206
000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425





WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

REF#:	11 /27 /691	2012	WFLA I SS
Desc:	06238034	INVOICE DATE	09/30/12 E: 120717078
SCHEDULE		ORDER TYPE	Political
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION PRICE RECONCILIATION
M-F 7a Today Show	1400.00	14 1	9/24 MO 07:58A *WFLA :30 Commercial 1400.00
M-F 730p Extra	1800.00	15 1	9/24 MO *WFLA :30 Commercial .00 Preempt Program Change 1800.00-
M-F 9a Today Show II	650.00	16 1	9/24 MO 09:56A *WFLA :30 Commercial 650.00
Sat 6p News	800.00	17 1	9/22 SA 06:21P *WFLA :30 Commercial 800.00
Sat 7a Today Show	500.00	18 1	9/22 SA 08:47A *WFLA :30 Commercial 500.00
Sun 6p News	900.00	19 1	9/23 SU 06:21P *WFLA :30 Commercial 900.00
Sun 8a Today Show	700.00	20 1	9/23 SU 08:22A *WFLA :30 Commercial 700.00
M-F 1p Days Of Our Lives	425.00	21 1	9/20 TH 12:58P *WFLA :30 Commercial 425.00
M-Su 11p News	2400.00	22 1	9/20 TH 11:33P *WFLA :30 Commercial 2400.00
M-F 1135p ET / 1035p CT Tonight	1000.00	23 1	9/27 TH 12:21A *WFLA :30 Commercial 1000.00
M-F 12p Today Show III	275.00	24 1	9/27 TH 12:52P *WFLA :30 Commercial 275.00
M-F 3p Doctors	425.00	25 1	9/27 TH 03:36P *WFLA :30 Commercial 425.00
M-F 4p Oz	650.00	26 1	9/20 TH 04:28P *WFLA :30 Commercial 650.00
M-F 5a News	300.00	27 1	9/27 TH 05:23A *WFLA :30 Commercial 300.00
M-F 5p News	850.00	28 1	9/27 TH 05:23P *WFLA :30 Commercial 850.00
M-F 530a News	550.00	29 1	9/20 TH 05:51A *WFLA :30 Commercial 550.00
M-F 530p News	850.00	30 1	9/20 TH 05:39P *WFLA :30 Commercial 850.00
M-F 6p News	2000.00	31 1	9/27 TH 06:16P *WFLA :30 Commercial 2000.00
M-F 6a News	850.00	32 1	9/27 TH 06:21A *WFLA :30 Commercial 850.00
M-F 630p ET / 530p CT N8C Night	3500.00	33 1	9/20 TH 07:00P *WFLA :30 Commercial 3500.00
M-F 7p Entertainment Tonight	1700.00	34 1	9/27 TH *WFLA :30 Commercial .00 Preempt Program Change .00-
M-F 7a Today Show			*WFLA :30 Commercial
*** Continued ***			

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSV: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

INVOICE NUMBER 0100032722
SCHEDULE DATES 2 08/27/2012 - 09/3

9/17/12- 9/30/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	RECONCILIATION
M-F 7a Today Show	1400.00	14 1	9/24	MO	07:58A	*WFLA :30 Commercial	1400.00	
M-F 730p Extra	1800.00	15 1	9/24	MO		*WFLA :30 Commercial	.00	Preempt Program Change 1800.00-
M-F 9a Today Show II	650.00	16 1	9/24	MO	09:56A	*WFLA :30 Commercial	650.00	
Sat 6p News	800.00	17 1	9/22	SA	06:21P	*WFLA :30 Commercial	800.00	
Sat 7a Today Show	500.00	18 1	9/22	SA	08:47A	*WFLA :30 Commercial	500.00	
Sun 6p News	900.00	19 1	9/23	SU	06:21P	*WFLA :30 Commercial	900.00	
Sun 8a Today Show	700.00	20 1	9/23	SU	08:22A	*WFLA :30 Commercial	700.00	
M-F 1p Days Of Our Lives	425.00	21 1	9/20	TH	12:58P	*WFLA :30 Commercial	425.00	
M-Su 11p News	2400.00	22 1	9/20	TH	11:33P	*WFLA :30 Commercial	2400.00	
M-F 1135p ET / 1035p CT Tonight	1000.00	23 1	9/27	TH	12:21A	*WFLA :30 Commercial	1000.00	
M-F 12p Today Show III	275.00	24 1	9/27	TH	12:52P	*WFLA :30 Commercial	275.00	
M-F 3p Doctors	425.00	25 1	9/27	TH	03:36P	*WFLA :30 Commercial	425.00	
M-F 4p Oz	650.00	26 1	9/20	TH	04:28P	*WFLA :30 Commercial	650.00	
M-F 5a News	300.00	27 1	9/27	TH	05:23A	*WFLA :30 Commercial	300.00	
M-F 5p News	850.00	28 1	9/27	TH	05:23P	*WFLA :30 Commercial	850.00	
M-F 530a News	550.00	29 1	9/20	TH	05:51A	*WFLA :30 Commercial	550.00	
M-F 530p News	850.00	30 1	9/20	TH	05:39P	*WFLA :30 Commercial	850.00	
M-F 6p News	2000.00	31 1	9/27	TH	06:16P	*WFLA :30 Commercial	2000.00	
M-F 6a News	850.00	32 1	9/27	TH	06:21A	*WFLA :30 Commercial	850.00	
M-F 630p ET / 530p CT N8C Night	3500.00	33 1	9/20	TH	07:00P	*WFLA :30 Commercial	3500.00	
M-F 7p Entertainment Tonight	1700.00	34 1	9/27	TH		*WFLA :30 Commercial	.00	Preempt Program Change .00-
M-F 7a Today Show						*WFLA :30 Commercial		
*** Continued ***								

PERIOD COST 88,675.00

70 Total Units	Debits .00
ACTUAL GROSS BILLING 80,825.00	Credits 7,850.00-
AGENCY COMMISSION 12,123.75	TOTAL RECONCILING 7,850.00CR
NET DUE 68,701.25	

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WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANORIA VA 22314

REP_:	WFLA (Washington Dc)	2012	WFLA I SS
SLSR:	HRP Washington, DC	INVOICE DATE	09/30/12 E:120717078
ADV_:	American Crossroads/ Issue	ORDER TYPE	Political
PROD:	American Crossroads	INVOICE NUMBER	WFLA

REF#: 11 /27 /691
Desc: 06238034

SCHEDULE DATES 9/17/12- 9/30/12

BROADCAST MONTH Standard Broadcast Month

TERMS: NET 30 DAYS

DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	RECONCILIATION REMARKS	DEBIT/CREDIT
M-F 730p Extra	1400.00	35	9/20	TH	08:29A	30 USPRTV18ACH	1400.00		
			9/27	TH	08:38A	30 USPRTV18ACH	1400.00		
	1800.00	36	1	9/20	TH	:30 Commercial *WFLA	.00	Preempt Program Change	1800.00-
M-F 9a Today Show II	650.00	37	1	9/20	TH	09:59A *WFLA	30 USPRTV18ACH	:30 Commercial	650.00
M-F 1p Days Of Our Lives	425.00	38	1	9/18	TU	12:58P *WFLA	30 USPRTV18ACH	:30 Commercial	425.00
M-F 1135p ET / 1035p CT Tonight	1000.00	39	1	9/25	TU	11:46P *WFLA	30 USPRTV18ACH	:30 Commercial	1000.00
M-F 12p Today Show III	275.00	40	1	9/25	TU	12:29P *WFLA	30 USPRTV18ACH	:30 Commercial	275.00
M-F 3p Doctors	425.00	41	1	9/25	TU	03:53P *WFLA	30 USPRTV18ACH	:30 Commercial	425.00
M-F 5p News	850.00	42	1	9/25	TU	05:23P *WFLA	30 USPRTV18ACH	:30 Commercial	850.00
M-F 530a News	550.00	43	1	9/18	TU	05:57A *WFLA	30 USPRTV18ACH	:30 Commercial	550.00
M-F 530p News	850.00	44	1	9/18	TU	05:45P *WFLA	30 USPRTV18ACH	:30 Commercial	850.00
M-F 6p News	2000.00	45	1	9/25	TU	06:15P *WFLA	30 USPRTV18ACH	:30 Commercial	2000.00
M-F 6a News	850.00	46	1	9/25	TU	06:42A *WFLA	30 USPRTV18ACH	:30 Commercial	850.00
M-F 630p ET / 530p CT N8C Night	3500.00	47	1	9/18	TU	07:00P *WFLA	30 USPRTV18ACH	:30 Commercial	3500.00
M-F 7p Entertainment Tonight	1700.00	48	1	9/25	TU	*WFLA	30 USPRTV18ACH	:30 Commercial	.00 Preempt Program Change .00-
M-F 7a Today Show	1400.00	49	2	9/18	TU	08:48A *WFLA	30 USPRTV18ACH	:30 Commercial	1400.00
M-F 730p Extra				9/25	TU	08:56A *WFLA	30 USPRTV18ACH	:30 Commercial	1400.00
	1800.00	50	1	9/18	TU		30 USPRTV18ACH	.00 Preempt Program Change	1800.00-
M-F 9a Today Show II	650.00	51	1	9/18	TU	09:56A *WFLA	30 USPRTV18ACH	:30 Commercial	650.00
M-F 1p Days Of Our Lives	425.00	52	1	9/26	WE	01:59P *WFLA	30 USPRTV18ACH	:30 Commercial	425.00
M-Su 11p News	2400.00	53	1	9/26	WE	11:14P *WFLA	30 USPRTV18ACH	:30 Commercial	2400.00
M-F 1135p ET / 1035p CT Tonight	1000.00	54	1	9/19	WE	12:32A *** Continued ***	30 USPRTV18ACH	:30 Commercial	1000.00

PERIOD COST	88,675.00	70 Total Units	Debits .00
		ACTUAL GROSS BILLING 80,825.00	Credits 7,850.00-
		AGENCY COMMISSION 12,123.75	TOTAL RECONCILING 7,850.00CR
		NET DUE 68,701.25	

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WFLA-TV

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INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANORIA VA 22314

REP: WFLA (Washington Oc)
SLSR: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012 INVOICE DATE 09/30/12 E: 120717078
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032722
PAGE BROADCAST MONTH 4 08/27/2012 - 09/3
SCHEDULE DATES 9/17/12- 9/30/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /691
Desc: 06238034

SCHEDULE	DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	RECONCILIATION REMARKS	DEBIT/CREDIT
M-F 12p Today Show III		275.00	55	1	9/19	WE 12:29P	:30 Commercial			
M-F 4p Or Oz		650.00	56	1	9/26	WE 04:38P	:30 Commercial	275.00		
M-F 5a News		300.00	57	1	9/19	WE 05:28A	:30 Commercial	650.00		
M-F 5p News		850.00	58	1	9/19	WE 05:27P	:30 Commercial	300.00		
M-F 530a News		550.00	59	1	9/26	WE 05:52A	:30 Commercial	850.00		
M-F 530p News		850.00	60	1	9/26	WE 05:52P	:30 Commercial	550.00		
M-F 6p News		2000.00	61	1	9/19	WE 06:27P	:30 Commercial	850.00		
M-F 6a News		850.00	62	1	9/19	WE 06:43A	:30 Commercial	2000.00		
M-F 630p ET / 530p CT N8C Night		3500.00	63	1	9/26	WE 07:00P	:30 Commercial	850.00		
M-F 7p Entertainment Tonight		1700.00	64	1	9/19	WE	:30 Commercial	3500.00		
								.00	Preempt Program Change	.00-
M-F 7a Today Show		1400.00	65	2	9/19	WE 07:22A	:30 Commercial			
					9/26	WE 08:56A	USPRTV18ACH	1400.00		
M-F 730p Extra		1800.00	66	1	9/26	WE	USPRTV18ACH	1400.00		
							:30 Commercial	.00	Preempt Program Change	1800.00-
M-F 9a Today Show II		650.00	67	1	9/26	WE 09:59A	:30 Commercial			
M-F 7p News		1700.00	72	1	9/21	FR 07:15P	USPRTV18ACH	650.00		
M-F 730p Entertainment Tonight		1800.00	73	1	9/24	MO 07:43P	:30 Commercial	:30 Commercial		
M-F 7p News		1700.00	74	1	9/27	TH 07:14P	USPRTV18ACH	1700.00		
M-F 730p Entertainment Tonight		1800.00	75	1	9/20	TH 07:39P	USPRTV18ACH	1800.00		
M-F 7p News		1700.00	76	1	9/25	TU 07:14P	USPRTV18ACH	1800.00		
M-F 730p Entertainment Tonight		1800.00	77	1	9/18	TU 07:43P	USPRTV18ACH	1700.00		
M-F 7p News		1700.00	78	1	9/19	WE 07:15P	USPRTV18ACH	1800.00		
M-F 730p Entertainment Tonight		1800.00	79	1	9/26	WE 07:47P	USPRTV18ACH	1700.00		
						*** Continued ***	USPRTV18ACH	1800.00		

PERIOD COST	88,675.00	70 Total Units	Obebits .00
		ACTUAL GROSS BILLING 80,825.00	Credits 7,850.00-
		AGENCY COMMISSION 12,123.75	TOTAL RECONCILING 7,850.00CR
		NET DUE 68,701.25	

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REP.: WFLA (Washington Oc)
SLSP: HRP Washington, DC
ADV.: American Crossroads/ Issue
PROD: American Crossroads

REF#: 11 /27 /691
Desc: 06238034

2012 WFLA I SS
INVOICE DATE 09/30/12 E:120717078
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032722
PAGE BROADCAST MONTH 5 08/27/2012 - 09/3
SCHEDULE DATES 9/17/12- 9/30/12
TERMS: NET 30 DAYS Standard Broadcast Month

SCHEDULE DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	RECONCILIATION REMARKS..	DEBIT/CREDIT
M-F 9a Today Show II	650.00	80	1	9/28	FR	*WFLA 30 :30 Commercial	.00	Preempt No Copy	650.00-
Total Airtime Gross Spot Revenue:						80,825.00			

PERIOD COST 88,675.00

70 Total Units
ACTUAL GROSS BILLING 80,825.00
AGENCY COMMISSION 12,123.75
NET DUE 68,701.25

Debits .00
Credits 7,850.00-
SUB-TOTALS 7,850.00CR
TOTAL RECONCILING 7,850.00CR

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